

**CUSTOMER LOYALTY TOWARDS TESCO
HYPERMARKET MALACCA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

"DECLARATION OF ORIGINAL WORK"

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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LETTER OF SUBMISSION

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMER LOYALTY TOWARDS TESCO HAYPERMARKET" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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ABSTRACT

Loyalty is the crucial element for every organization. The elements of creating the loyalty among the customers are trust, communication, satisfaction, value, brand affect, brand equity, conflict handling, commitment, and resistance to change. These factors may influence the existing customers to become loyalty to the firm whereby it will determines how far the firms can go and how long do the firms can sustained in the marketplace. It will be an advantage to the firms if they are able to build strong customer loyalty among the customers.

The objectives of this research are to determine the level of customer loyalty and its' factors towards Tesco Hypermarket , to identify the relationship between four factors (satisfaction, trust, communication, and conflict handling) towards customer loyalty, to identify the most influencing factor towards customer loyalty, and to determine the significant different between demographic factors towards customer loyalty.

This objectives will answered the existing research questions that are what is the level of customer loyalty towards Tesco hypermarket? What is the level for each factor (trust, communication, satisfaction and conflict handling) towards customer loyalty? What is the relationship between the factors (trust, communication, satisfaction and conflict handling) towards customer loyalty? And lastly what are the most influencing factor / factors to the customer loyalty?

The result of this research will show the level of customer loyalty, the important factors of customer loyalty and the demographic elements which are contribute to the loyalty.